Did You Know?

• The **Creek** ad introduced the

**156 90s Levi’s advert**

In your group, you are going to focus on one of the four ads for closer investigation.

■ **Together sum up the story of the ad in five sentences.**

**■ Next annotate your story as you did with the 501 ads, showing the way the different elements of the story are used to say something about the product and its target audience.**

**■ Share any connections you recognise between this ad and films, TV programmes, music, fashion, cartoon characters and so on. How are these used in the ad?**

**■ Who do you think is the target audience for this ad? What is it about the ad that makes you think this?**

**■ Together try to put into words your ideas about how this ad is trying to sell you Levi’s jeans.**

■ Get into new sharing groups. Take it in turns to introduce the ad you are now an expert on. Then talk about the differences between the four ads. How are these differences connected to the audience each is trying to appeal to?

music of Stilltskin, and drew

on references to the Amish

community which had featured in

a very popular 1985 Peter Weir

thriller movie, Witness.

• **Flat Eric** was a huge phenomenon

in 1999. He was used to sell Sta-

Prest jeans as a way of reviving

Levi’s fortunes with a re-launch

of an old 1960s product. He was

created by Quentin Duplex, a

25-year-old French musician and

filmmaker, who had invented

him for a French music video,

and ‘borrowed’ by BBH. Levi’s

produced masses of merchandising

to make Flat Eric a massive cult all

over Europe.

• In 1994 **Mr Boombastic** was Levi’s

first animated ad, and featured a

track by Shaggy.

• Ten Levi’s tracks, including three

from the 1990s (Mr Boombastic,

Flat Beat, and ‘Spaceman’, by

Babylon Zoo) featured in the

top 30 Best-Ever Songs used

in Advertising list produced by

Channel 4.

• The **Swimmer** ad was inspired by

a famously weird 1968 Hollywood

movie in which screen legend Burt

Lancaster swims his way home

across the swimming pools of

California

• In the late 1990s Levi’s was in so

much trouble with falling UK sales

they had to close a British factory

and make 600 workers redundant.